

PATTERSON, THUENTE, SKAAR & CHRISTENSEN, P.A.
4800 IDS Center, 80 South Eighth Street
Minneapolis, Minnesota 55402-2100 USA

FACSIMILE COVER SHEET

RECEIVED
CENTRAL FAX CENTER

OCT 04 2004

TELEPHONE: (612) 349-5740 TOLL FREE: 1-800 331-4537
FACSIMILE: (612) 349-9266

TOTAL NUMBER OF PAGES BEING SENT (INCLUDING COVER SHEET): 6

☐ Original documents to follow by mail

☒ No originals will be sent

DATE: October 1, 2004

TO: Examiner A. Duran
Group Art Unit 3622

FAX #: 1-703-872-9306

PHONE #: (703)305-4687

Application No.: 09/812,253
Applicant: Pedersen
Due Date: 10/01/04

OUR REF.: 1550.37US01

FROM: Brad Pedersen
PHONE #: 612- 349-5774

Attached please find the following for filing in the above-identified application.

- (1) Amendment in response to Office Action dated July 1, 2004.

Respectfully submitted,

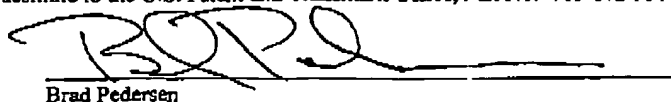


Brad Pedersen
Registration No. 32,432

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. 703-872-9306 on the date shown below.

October 1, 2004
Date


Brad Pedersen

THIS FACSIMILE TRANSMISSION CONTAINS LEGALLY PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED FOR THE PARTY IDENTIFIED ABOVE. IF YOU HAVE RECEIVED THIS TRANSMISSION IN ERROR, PLEASE CALL PATTERSON, THUENTE, SKAAR & CHRISTENSEN COLLECT AT (612) 349-5740. DISTRIBUTION, REPRODUCTION OR ANY OTHER USE OF THIS TRANSMISSION BY ANY PARTY OTHER THAN THE INTENDED RECIPIENT IS STRICTLY PROHIBITED.

FACSIMILE SENT BY: Dmw

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:

Attorney Docket No.: 1550.37US01

Pedersen

Confirmation No.: 7816

Application No.: 09/812,253

Examiner: A. Duran

Filed: March 19, 2001

Group Art Unit: 3622

For: INTERNET ADVERTISEMENTS HAVING PERSONALIZED CONTEXT

AMENDMENT AND RESPONSE

Mail Stop - Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RECEIVED
CENTRAL FAX CENTER

OCT 04 2004

Sir:

INTRODUCTORY COMMENTS

In response to the Office Action of July 1, 2004, amendment to the above-identified patent application is requested.

The present amendment comprises the following sections:

- A. Amendments to the Claims
- B. Remarks

Please grant any extension of time necessary for entry; charge any fee due to Deposit Account No. 16-0631.

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. 1-703-872-9306 on the date shown below.

October 1, 2004
Date


Brad Pedersen